

# FLORIDA DEPARTMENT OF EDUCATION



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## MEMORANDUM

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**TO:** District School Superintendents

**FROM:** Dr. Frances Haithcock

**DATE:** November 30, 2009

**SUBJECT:** 2010 Celebrate Literacy Week, Florida!

The Just Read, Florida! office, along with other offices within the Department of Education (DOE), in partnership with school districts and numerous other state organizations and agencies, is planning a statewide **“Celebrate Literacy Week, Florida!”** event, scheduled for the week of January 25-29, 2010. Please mark your calendars now for this important week of events.

The goals of “Celebrate Literacy Week, Florida!” are to promote literacy throughout the state by raising awareness of the literacy initiatives happening in school districts and the programs and projects offered by the DOE and its partner agencies and organizations. Most of all, the objective is to promote the enjoyment of reading for children and adults of all ages. As part of this event, we are providing multiple opportunities for you as a district to support this effort and promote literacy in your local schools.

One upcoming event that was a great success last year is the 26 second public service announcement (PSA) contest that celebrates and promotes the importance of literacy in the state of Florida. Students in elementary, middle and high schools in all school districts are invited to participate in the PSA contest. Information on the PSA contest is attached, and we ask that all information be dispersed to principals and schools in order to allow ample time to produce the PSA.

DR. FRANCES HAITHCOCK

CHANCELLOR OF PUBLIC SCHOOLS

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Also attached is a Celebrate Literacy, Week! Events template, which can be completed and returned to the Just Read, Florida! office. We will, in turn, post it on the Just Read, Florida! Web site for others to view. The Celebrate Literacy, Week! events are where you can share with us, your local community and others all the various activities you have scheduled in your district centered around Celebrate Literacy, Week! You may submit your Celebrate Literacy, Week! template of events to Hope Colle at [Hope.Colle@fldoe.org](mailto:Hope.Colle@fldoe.org). In addition, the Just Read, Florida! office is providing district reading contacts additional resources through the sample Celebrate Literacy, Week! calendar. This calendar will guide districts as they prepare activities within their schools and community focused around this literacy week which can be found at <http://www.justreadflorida.com/>.

As you plan your district events, you might be interested in hearing about some of the activities prepared for Celebrate Literacy Week, Florida! here in the Department. The Department of Education employees will enjoy daily events such as a library environment where they can read and enjoy a quiet lunch break, a book drive to benefit a local school, display tables where various departments can share literacy materials, highlighting local and DOE authors and featuring children of fellow DOE employees as they read from their favorite books.

For more information, please visit the Just Read, Florida! Web site at <http://www.justreadflorida.com/> and go to the Celebrate Literacy Week, Florida! link. We look forward to your participation in this literacy event and thank you for your commitment to making literacy the highest priority every day in your district and schools!

FH/hc

Attachments